1Data

Big. Atomic. Simple.

Many contact centers work independent of marketing, resulting in a loss of revenue through missed opportunities:

TELCO · IVR · SIP · MEDIA · APPS · CHAT · SOCIAL · SKYPE · EMAIL

TYPICAL CONTACT CENTER CHANNELS

SALES & MARKETING

Dedicated - but disconnected – resources and channels frequently duplicate work and effort, reducing productivity:

TELEPHONY SERVICE TEAMS · NEARSHORE · OFFSHORE · CAMPAIGNS · OTHERS

Omnichannel solutions combine business intelligence within interaction channels. It saves time, reduces maintenance and effort, reducing overall operating costs. But omnichannel solutions also replace existing enterprise solutions - they are expensive too - and they take a lot of time to deploy...

1Data provides **the** alternative: a *virtual* omnichannel, without having to change any vendors or solutions. Plug in existing channels and get the same benefits as omnichannel – for a fraction of the cost.

1Data can live in the Cloud with virtually no on-site presence - or completely on-site. It can be deployed within 30 days, providing a cost-effective alternative to omnichannel solutions.

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Reporting for Contact Centers is generally built around rolled-up, aggregated figures to save space. That reduces it's value over time, removing detail:

Real-Time ▶ Last Hour ▶ Last 24 Hours ▶ Yesterday ▶ Last Week ▶ Last Month ▶ Last Quarter

After it's collected, the data being reported on is thrown away to reduce data storage. Perfectly good historical information is aggregated - then discarded:

REAL-TIME

$1 + 0 + 1 + 3 + 0 + 2$

→ DATA PROCESSING →

HISTORICAL

$= 7$

Big Data solutions collect massive amounts of anonymized information from source, storing it all in the Cloud. It provides the means to investigate trends across vast data sets and to apply data sciences using industry methods. But standard Big Data solutions aren't built for Contact Center operations.

1Data provides a Big Data model built **specifically** for Contact Centers. It extracts every detail of each interaction and stores it in the Cloud. It presents all of that data for reporting - and for business intelligence.

1Data provides "feeds" for wallboards, desktops, CRM, real-time and historical reporting, down to individual interactions and objects. It also allows a report to be built on new information and applied to past events – retrospectively.

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Contact Centers maintain much more data warehousing than the majority of businesses in other sectors. Maintenance is a **big** problem:

Raw Data	ETL	Data Mart	AGG	Reporting	BI Schemas	Reports

Without strict maintenance, data warehouses quickly become unstable. Over time this results in patches and "sticking plaster" solutions keeping it together;

Cloud Solutions remove the need for on-site data warehousing and maintenance. With ultra-secure access, your data and information resides in it's own data warehouse, supported by industry-level maintenance schedules, leaving you to the more important tasks of actually *using* it!

1Data provides **connectors** and **adaptors** for all of your contact center channels, extracting raw data to **your** Cloud. No fuss – no hassle – and without the need for your own local maintenance, it comes in at a fraction of the cost.

Your Cloud can be deployed publicly – or privately. With storage and maintenance schedules to fit your budget, it can be deployed within 30 days, providing a cost-effective alternative to local storage solutions.

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